I do not see how children viewing violence could not have a negative impact on them. The implanting of images and memories in a child's mind is forever. As a 35 year old, I still clearly recall a single violent image from a movie I saw as a child. As for the impact, it seems that anything a person views repeatedly he ends up becoming accostomed to as normal and acceptable. Looking at our culture, it is easy to see how this has occured through what is viewed on television today versus 10 or 20 years ago. The impact on children of viewing violent programming would seem to have the same impact, if not even more so. Children are not able to differentiate between fantasy and reality. Violence on television that children view will have a potentially lifetime of negative impacts.